1.
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4/15/24
Event and Facility Management

2.

i. Men’s Soccer
ii. College
iii. 16-teams
iv. June 13, 2024

3. a. Objective: D1 Soccer Man’s College Cup Fundraiser for Ischemic Heart Disease

i. Raise awareness and funds for ischemic heart disease research.

b. **P-A-P-E-R**

P - Promotion

Enhance Community Engagement: Leverage the event to foster a stronger bond with the community by highlighting local achievements and community wellness through sports.

Media Partnerships: Develop partnerships with local media outlets to ensure event coverage, increasing visibility and engagement across different platforms.

A - Audience

Broaden Demographics: Target a broader demographic, including families and local schools, to increase event attendance and promote a healthier lifestyle through sport.

Engage Non-Soccer Fans: Reach out to individuals who might not typically attend soccer events but are interested in community health initiatives, thereby expanding the event's appeal.

P - Partnerships

Corporate Sponsorships: Secure sponsorships from local and national businesses that have a vested interest in health and wellness, providing financial backing and promotional support.

Collaboration with Health Organizations: Partner with health organizations to provide educational materials and interactive health-related activities during the event.

E - Environment

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Sustainable Practices: Implement sustainable event practices to minimize environmental impact, such as waste reduction initiatives and eco-friendly materials, enhancing the event's reputation and community approval.

Accessible Venue Choices: Ensure that the venue is accessible to all potential attendees, including adequate facilities for individuals with disabilities, to promote inclusiveness and compliance with ADA standards.

R - Revenue

Merchandise Sales: Design and sell event-specific merchandise, with a portion of proceeds going directly to ischemic heart disease research.

Tiered Ticketing Strategy: Develop a tiered ticketing strategy that includes premium options offering additional benefits, such as meet-and-greets with players, which can significantly increase the overall revenue.

4.

i. **Cities/Venues Considered:**

1. **Austin, Texas - Mike A. Myers Stadium**
Located in the heart of one of America’s most dynamic cities, Austin’s Mike A. Myers Stadium stands out as a perfect setting for our spring and fall fundraising events. Austin is renowned not just for its delightful weather but also for its vibrant, health-conscious community eager to support meaningful causes. This stadium, with its excellent facilities, acts as a magnet for soccer enthusiasts and donors alike, promising an unforgettable blend of high-energy competition and community spirit. Hosting the Harmony of Hearts event here means tapping into a city known for innovation and community involvement, where every attendee feels part of something larger than life.

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2. **Scottsdale, Arizona - Scottsdale Sports Complex**
Imagine a place where the sun smiles down all year round, welcoming athletes and supporters to pristine soccer fields that promise perfect game conditions every day. Scottsdale Sports Complex is this paradise, a haven for sports events that wish to leave no room for the unpredictable. Scottsdale itself is a beacon of luxury and peace, offering a backdrop that enriches every event with a touch of class and stability. Opting for Scottsdale means not only smooth execution but also an enhanced experience for participants and spectators, where every moment is a celebration of sport and health.

3. **Pasadena, California - Rose Bowl Stadium**
Step into a legacy at the Rose Bowl Stadium in Pasadena, where history and reputation meet to create the ultimate sporting event. This iconic venue, with its storied past of hosting world-class events, is a solid choice for our fundraiser to join the ranks of monumental gatherings. Pasadena's inviting climate and its reputation for splendor set the stage for a fundraising event that's as spectacular as it is impactful. Choosing the Rose Bowl Stadium means choosing to make history, to create an experience that resonates with echoes of victory and unity, captivating every participant with its charm and flawless organizational skill.

ii. **Introduction**

Welcome to an extraordinary opportunity to host a landmark event that blends thrilling sports action with a heartfelt cause. [Your Organization Name] is proud to issue this Request for Proposal (RFP) to vibrant cities around the nation, inviting you to become the renowned backdrop for our 2024 D1 Soccer Men's College Cup Fundraiser. This event isn't just a game; it's a rallying point for communities to come together in the fight against ischemic heart disease—a condition that touches millions, cutting across all demographics.

Our vision for this fundraiser is grand in scale and intention. We seek to partner with a city that offers not only premier sports facilities but also a community spirit that aligns with our dual goals of raising substantial funds and fostering a broad awareness of ischemic heart disease. Your city has the potential to be more than just a venue; it can be the heart of an initiative that offers hope and health through the universal language of soccer.

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Scheduled for the vibrant sports calendar of 2024, this event will leverage the excitement and competitive spirit of top collegiate soccer to draw crowds, inspire athletes, and engage communities. We aim to create a legacy of health and wellness, propelled by an event that promises not only entertainment but also meaningful impact. Through strategic collaboration, we can ensure that the event supports our goals both financially and logistically, setting new benchmarks for what sports fundraisers can achieve.

Join us in this mission. Embrace the chance to showcase your city's world-class facilities and hospitality. Together, we will score goals not just on the field but in the lives of countless individuals affected by ischemic heart disease. Your city could be where hope kicks off.

iii. **Description:**

Introduction:

Step into the spotlight with the Harmony of Hearts: Building Stronger Hearts Together, a celebrated annual gathering that not only leads the fight against ischemic heart disease but also celebrates the spirit and skill of top collegiate soccer athletes. This event is a unique blend of high-stakes competition and community spirit, set against the backdrop of your vibrant city.

Imagine the thrill as elite D1 soccer teams gather at your world-class facilities, each match an exhibition of youthful energy and finely honed skill, all enhanced by the passionate cheers of fans from around the nation. This is more than a tournament; it's a showcase of potential future soccer stars, a platform for them to shine while rallying support for a vital cause.

With previous fundraisers like the Digestive Disease Week (DDW) fundraiser, and GOLD Conference fundraiser. There wasn't much of an attendee itinerary directly displayed in their promotions being that only one fundraiser implemented an attendee itinerary in their promotion, but with the specific venues I have chosen. The minimum participant seating would be 12,000 and a maximum of 92,542 seats. Depending on which venue will be accepted and chosen.

Previous Host Successes:

Digestive Disease Week (DDW): Held annually, DDW has successfully gathered thousands of global experts in gastroenterology, hepatology, and related fields, drawing over 14,000 attendees in its latest edition. The event is celebrated for its comprehensive agenda

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that spans across numerous specialties, facilitating deep dives into the latest research and clinical practices. It's particularly noted for its strong integration of digital tools to enhance attendee engagement, such as a mobile app for session navigation and personalized scheduling, and extensive online resources that complement physical attendance.

GOLD Conference: Focused on chronic obstructive pulmonary disease, the GOLD Conference provides critical insights into the management and treatment of COPD. It's recognized for its effective blend of in-person and online engagement, ensuring accessibility and wide participation. This conference's format allows for widespread participation, offering sessions that address the latest strategies and guidelines crucial for patient care.

Our Vision:

Building on these strong examples, our event is designed to not only gather pioneers in digital health but also to foster a dynamic environment where innovation in treatment and wellness thrives.

We aim to:

Facilitate cutting-edge sessions and workshops that highlight the latest advancements and data-driven results in the field.

Provide a platform for both new and established professionals to network, share insights, and collaborate on future initiatives.

Incorporate digital platforms to enrich the attendee experience, ensuring seamless access to content and engagement opportunities, mirroring the success seen at DDW.

Engagement and Legacy:

By participating in our event, attendees will gain unparalleled access to innovative solutions and research that are shaping the future of health care. They will leave empowered with knowledge and connections that span across industries and disciplines, ready to contribute to transformative health outcomes.

Join us as we embark on this journey to shape the future of health and wellness through collaborative innovation, inspired by the proven models of DDW and the GOLD Conference, tailored to the unique challenges and opportunities of today’s health concerns.

iv. **Event Schedule**

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Dates: June 13-18, 2024

Day 1 (June 13, 2024): Teams and fans arrive by 7:00 AM; a pre-event orientation session starts at 8:00 AM.

Day 2 (June 14, 2024): First soccer game followed by a workshop on health and wellness from 11:30 AM until 1:00 AM the next morning.

Day 3 (June 15, 2024): Continuous soccer matches from 9:00 AM to 1:00 AM.

Day 4 (June 16, 2024): Soccer matches from 9:00 AM to 1:00 AM.

Day 5 (June 17, 2024): Soccer matches from 9:00 AM to 1:00 AM.

Day 6 (June 18, 2024): Closing ceremony and award distribution from 9:00 AM to 11:00 AM.

Arrival and Departure:

Arrival Date: June 13, 2024, by 7:00 AM

Departure Date: June 18, 2024, by 12:00 PM, with a debrief session at 1:00 PM.

Definition of Ideal Host City/Venue

Accessibility: Excellent publicly accessible entrances and exits, compliance with ADA standards to accommodate attendees with disabilities.

Experience: N/A

Benefits to Host City

Estimated Number of Attendees: 12,000 fans only (plus players, officials, co-workers).

Days in the Market/Area: 6 days, enhancing local business revenues over multiple days.

Economic Impact Calculation:

Hotel Expenditures:

Austin, Texas: 12,000 room nights x $150 (average rate) = $1,800,000.

Scottsdale, Arizona: 12,000 room nights x $175 = $2,100,000.

Pasadena, California: 12,000 room nights x $200 = $2,400,000.

Daily Expenditures:

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Per Person Per Day: Estimated at $75.

Total for all attendees over 6 days: 12,000 attendees x $75 x 6 days = $5,400,000.

Total Estimated Economic Impact:

Austin: $1,800,000 (hotels) + $5,400,000 (daily expenditures) = $7,200,000.

Scottsdale: $2,100,000 (hotels) + $5,400,000 (daily expenditures) = $7,500,000.

Pasadena: $2,400,000 (hotels) + $5,400,000 (daily expenditures) = $7,800,000.

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